



RTM Audiences 2019

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2018 FALL ROAD TO MIGHTY: GOALS

- Stimulate late fall trips to southern Utah destinations when visitation typically drops off
- Gather data on targeting techniques planned for FY19 spring campaign
 - Improve future advertising efficiencies
 - Reduce future ad waste
- Test three audiences that reflect our plan for FY19
 - Traditional National Park Travelers
 - Achievers
 - Explorers

A LOOK BACK AT RTM FALL 2017

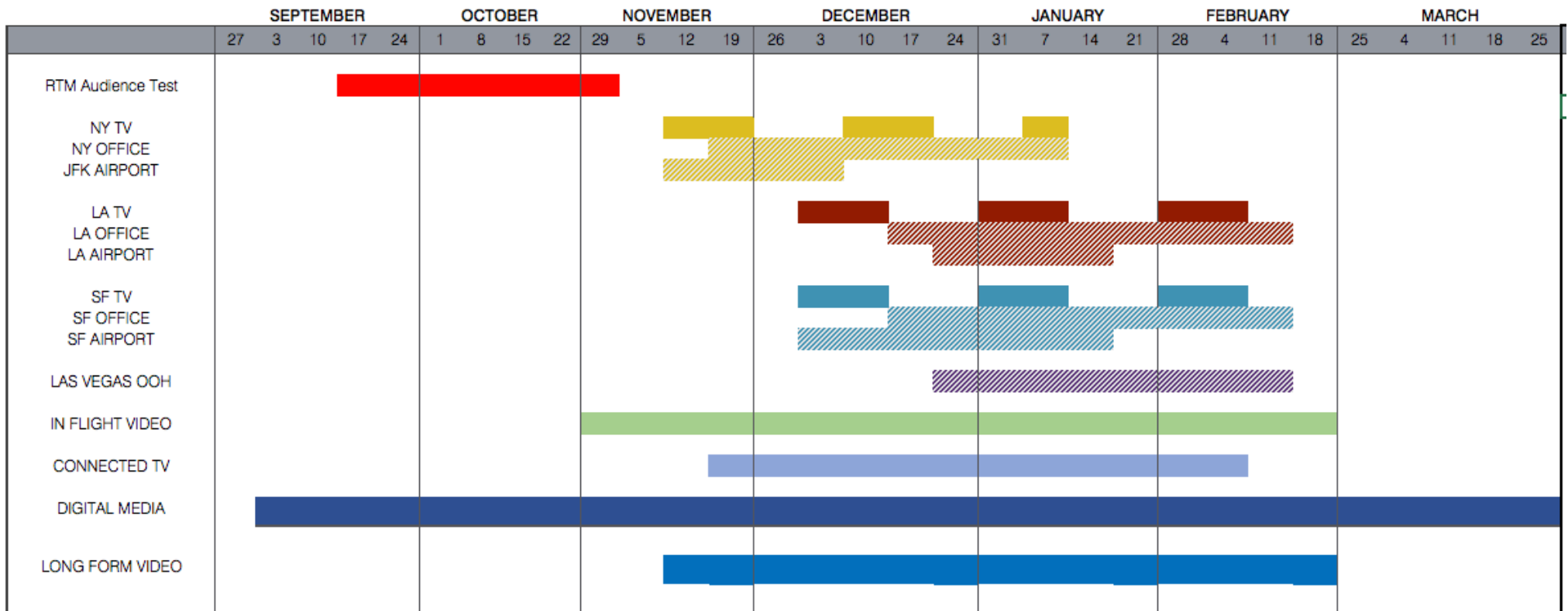
- Last year we ran fall campaign with six partners and a total budget of \$189k
- Flight Dates: 9/1/17 – 10/31/17
- This campaign alone tracked more than 8k travelers spending roughly \$2.2M in hotel revenue
- More important, hotel gross bookings during the month of the campaign increased 15.8%
 - ADR also showed a slight increase of 3.8%, as measured by Expedia
- 59% of all ad-exposed arrivals occurred between October and November

AUDIENCE STUDY RECOMMENDATIONS

- Run a campaign with a trusted vendor in both their data and past performance: Dstillery
- Budget: \$115,000
- Flight Dates: 9/17/18 – 10/31/18
- Markets:
 - National Excluding Utah
- Vendor: Dstillery



2018 FLIGHT DATES



TARGET AUDIENCES

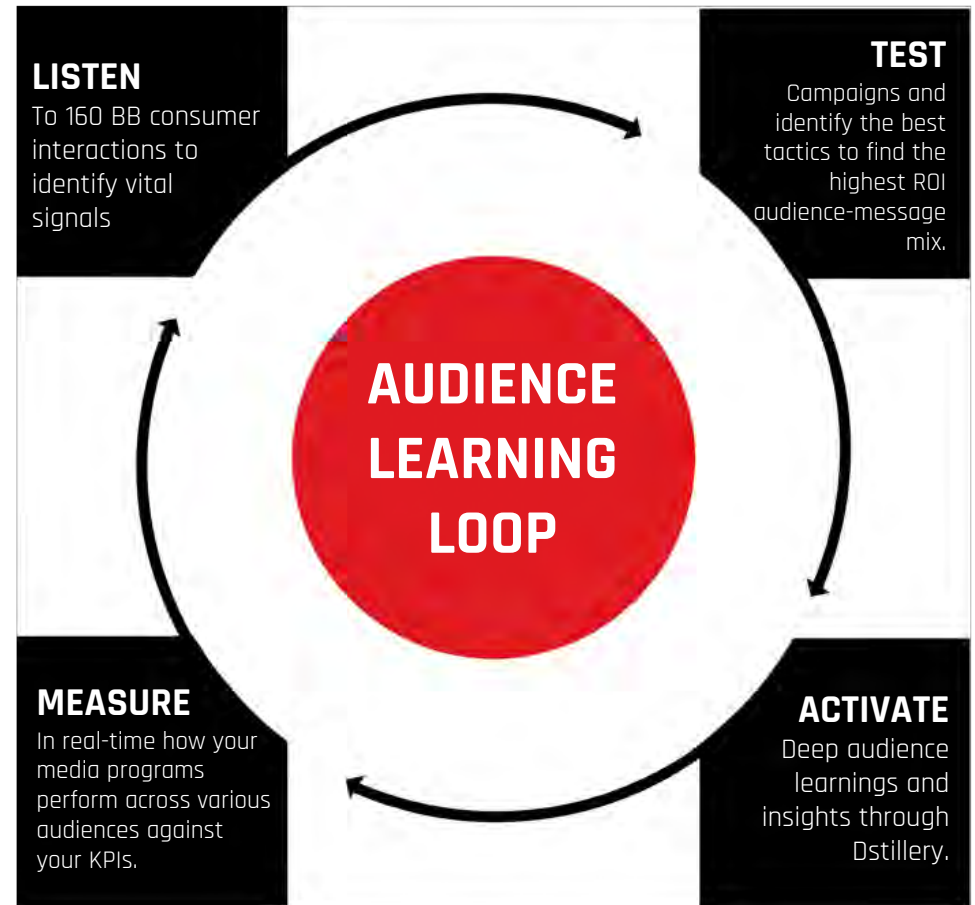
- Traditional National Park Travelers: Same targeting as what we have been successful with in the past two years
- Achievers: Targeting based on fitness and outdoor recreation with personal achievement as a primary motivator
- Explorers: Targeting based on unique experiences and carefree travel styles
- Wild Card: Let the Dstillery algorithm optimize and find new audiences

The Data:

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“DSTILLERY HAS BUILT THE WORLD’S SMARTEST PREDICTIVE MODELING ENGINE”

- David Bell - Chairman emeritus of IPG



AUDIENCE ANALYSIS & SEGMENT BREAKDOWN

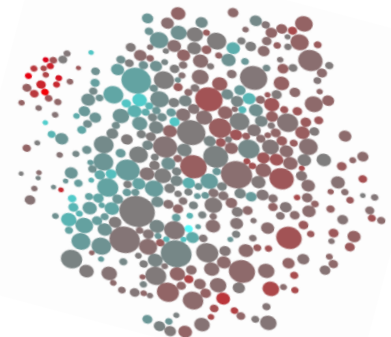
SEGMENT-J (17.0%)
Traditional National
Park Travelers



SEGMENT-A (16.4%)
Achievers



SEGMENT-K (16.1%)
Explorers



SEGMENT-F (10.4%)
Extreme Sports



SEGMENT-I (8.3%)
Parents w/ Active Youth



AUDIENCE ANALYSIS & SEGMENT BREAKDOWN

SEGMENT-A (16.4%) Achievers

SIZE OF MARKETS

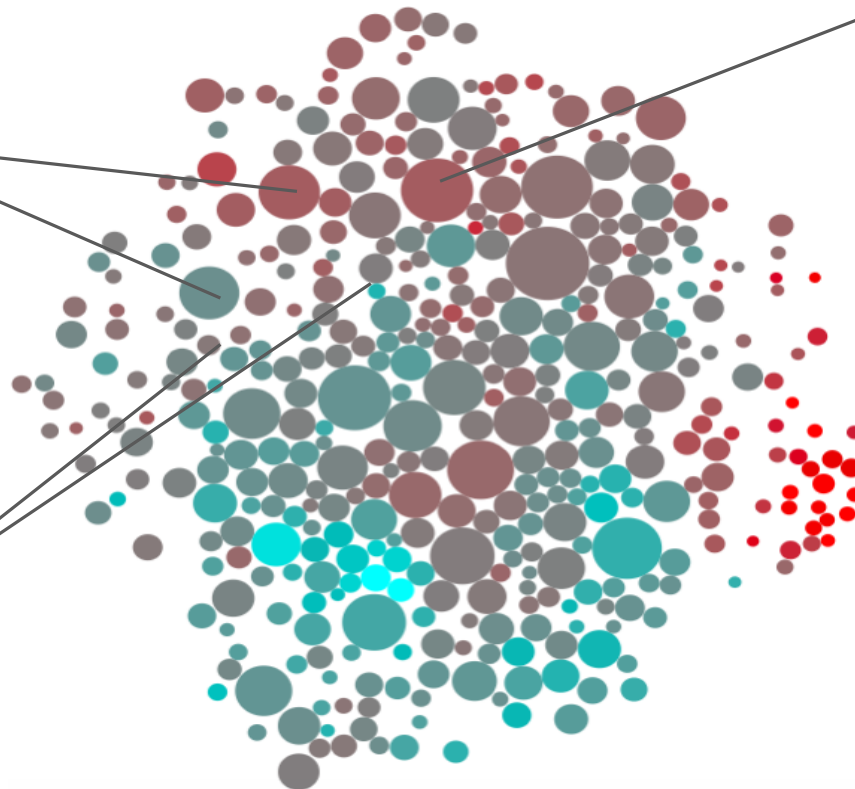
The magnitude of the content market bubbles represents the relative size of the audience within each market.

RELATED MARKETS

The distance between the content market bubbles represents how closely related the content markets are.

LISTS OF WEBSITES

- www.adidas.com
- www.puma.com
- www.jimmyjazz.com
- www.lids.com
- www.karmaloop.com
- www.nicekicks.com
- www.rageon.com
- www.neweracap.com
- Et al



AUDIENCE ANALYSIS & SEGMENT HIGH LEVEL DESCRIPTION

Who Are They?

- Fixer-uppers who love anything with an engine and any reason to be outdoors

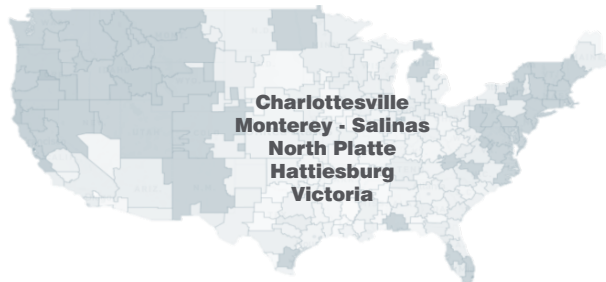
What Do They Look For In A Vacation?

- Challenge, open space, versatility

Why Would They Choose To Visit Utah?

- They need to trust that they are going to experience a truly unique vacation

Top DMAs & Zip Codes



Customer Behaviors



Camping Activities



Farming & Agriculture



College Sports Fans



Motorcycle Lovers

Content Drivers



Outdoor Magazines



DIY Guides



Performance, Gearheads



Classifieds

Top Brand Interactions



WeatherTech®



AUDIENCE ANALYSIS & SEGMENT DETAILED DESCRIPTION

WHO ARE THEY?

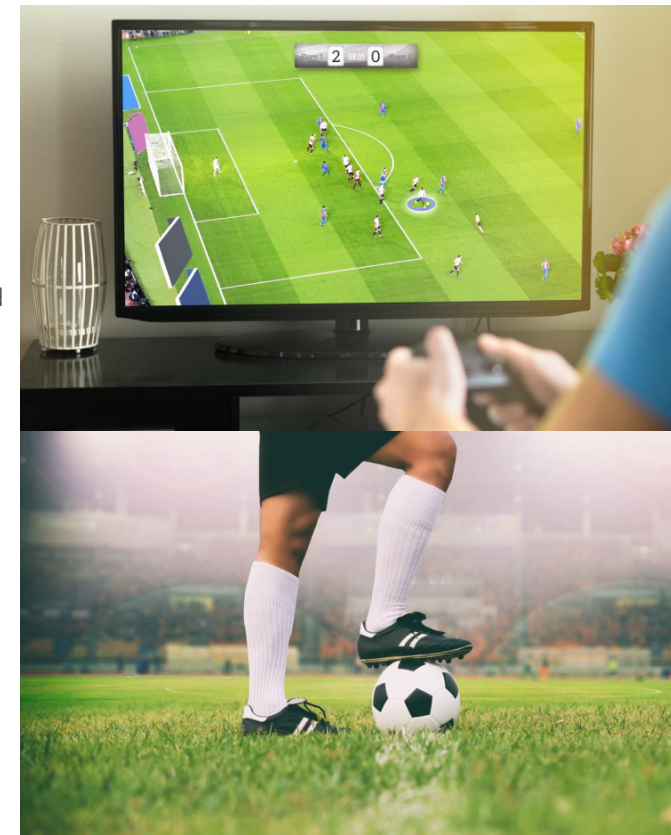
This group of gamers and FIFA fans is a young male, likely college age, whose identity is strongly tied to video games. While they actively play FIFA, they do not play soccer nor do they follow American soccer leagues. These gamers are avid followers of the English Premier League and up to date on the latest international soccer news. Additionally, their lifestyle is influenced through the online forums they actively engage with. They are extremely competitive and want the latest gaming information to improve their online skills. The brand affinities they have are strongly tied to the games and teams they play with.

HIGHLIGHTS

- Loves playing video games - especially FIFA
- Follows soccer through their gaming habits and through international leagues like EPL
- Constantly researching how to improve their teams and gaming skills
- When not playing video games, they are watching anime shows and using streaming music services

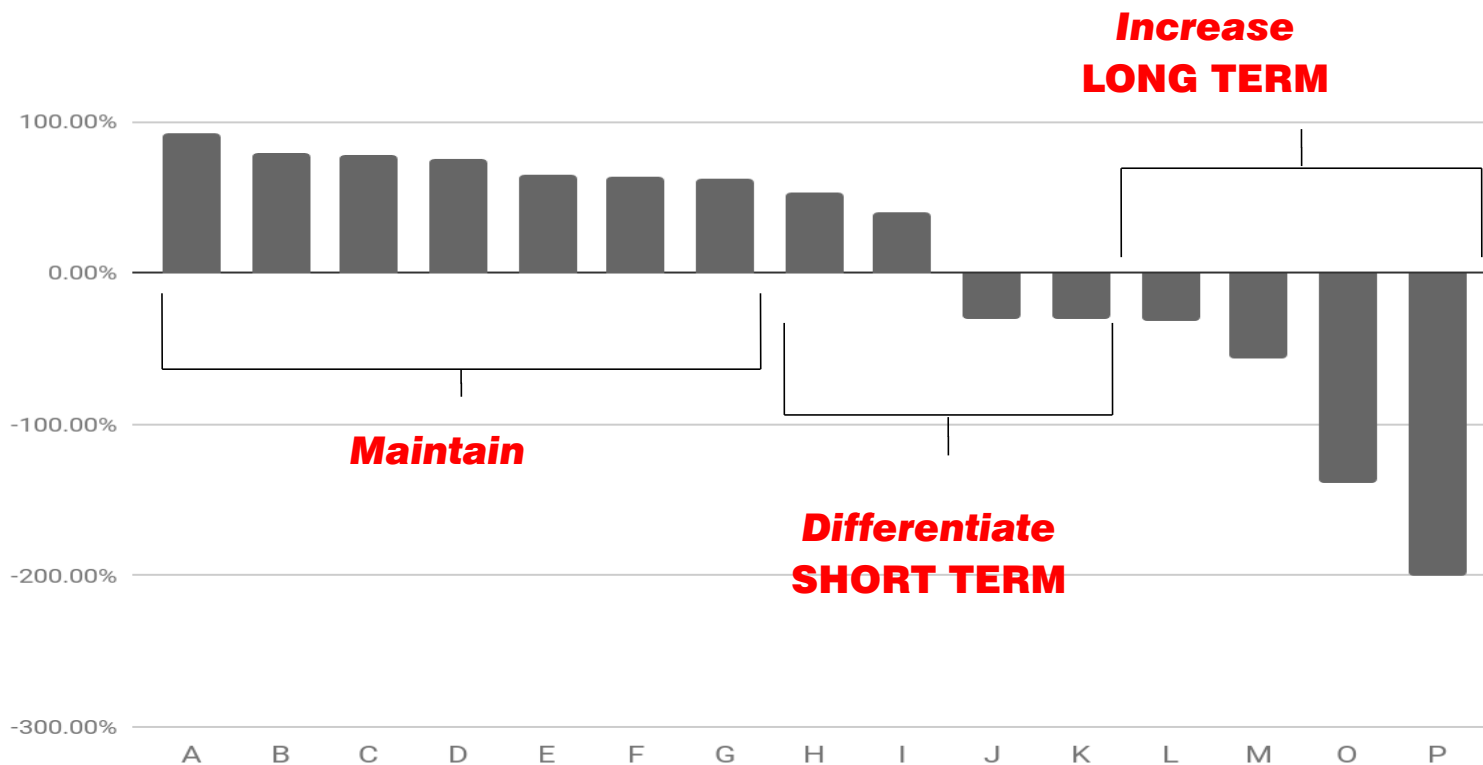
KEY INSIGHT

This group is completely immersed in the gaming community. When they aren't playing, they are actively involved in the online gaming forums to improve their skills and stay up to date on the latest info. Look for ways to integrate your brand into the gaming lifestyle through in-game marketing and gaming tournament sponsorships.



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AUDIENCE ANALYSIS & SEGMENT BENCHMARK ANALYSIS



SEGMENTS to MAINTAIN SHARE

- A. Business Clothing
- B. Educational Resources
- C. Luggage & Briefcases
- D. Business News
- E. Travel Research
- F. Sneaker Blogs

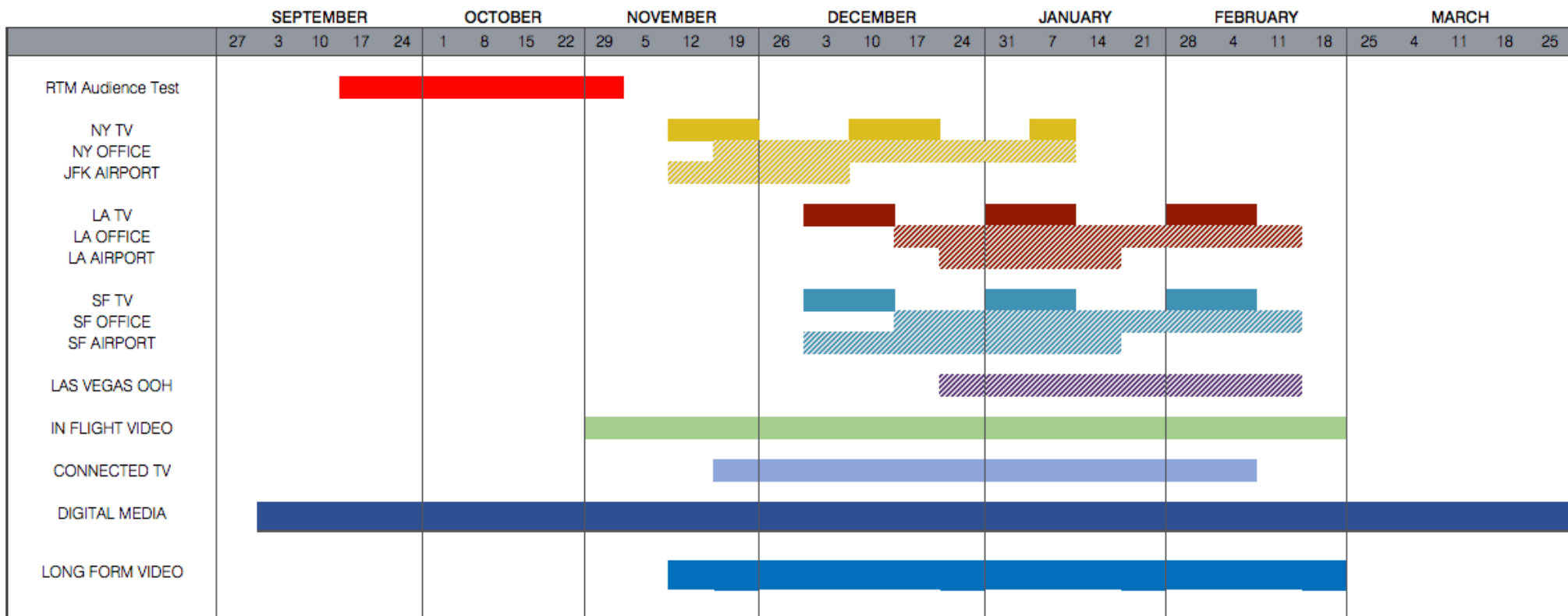
SEGMENTS for SHORT TERM GROWTH

- A. Travel Research
- B. Sneaker Blogs
- C. Active Sportswear Brands
- D. Women's Fashion Brands
- E. Stylish & Comfortable Shoes
- F. Sports Team Apparel
- G. Coupon Seekers

SEGMENTS for LONG TERM GROWTH

- A. Men's Fashion Brands
- B. Home Decor
- C. Big Box Stores
- D. Entertainment News

2018 FLIGHT DATES



Thank You

